

## A Swedish "Unemployment" Program

At the meeting of the I.S.A. held at the Architects Club on September 27, an "Unemployment Program" which had been prepared and circulated by Hjalmar Cederstrom, a noted architect of Stockholm, was read and discussed at the request of President Fugard. It is to be regretted that the Bulletin cannot allow sufficient space for the publication of this entire document. Mr. Cederstrom considers "an antiquated education" as the basic cause of the present world crisis. He says "an education, the only object of which is to make individuals fit for competition, which teaches youth that the main thing in life is to obtain a safe position in society, must not such an education always result in a struggle between individuals in which the strongest tramples on the weakest, and must not this struggle consequently lead to a World War?" He eloquently pleads for "an education based more on human nature" in which the youth of the world are taught other valuations to life than things merely material.

Dealing directly with the unemployment question he advocates an active policy of public works to be carried on steadily and in times of depression, like today, greatly accelerated. He specifies two essentials to a public works program: (1) It must provide work for the unemployed. (2) It must provide a future means of livelihood for certain persons by means of that work.

He is emphatically against any form of "dole" but points out the grave dangers which will result from sudden or forced economies. He then suggests the type of work which should be allocated to youth and what reserved for the aged or infirm. In the new era upon which the world has entered he says: "The point is to find work and means of support for a great number of people *without everybody deriving profit from the work that has to be done.*" He further says, "When it is a question of choosing the branch (of industry) to which the new work should be allocated, our thorough investigations into the matter have convinced us that it should be placed in that branch which in most countries forms the key to the industrial structure—the building trade" and shows how only very large building projects can really influence the supply of work. All this is sound and thoroughly in accord with the findings of President Hoover's "Housing and Home Building Conference" in Washington in December 1931.

To the American mind, too hide-bound by tradition, many of his suggestions sound socialistic, but the time is coming, if it is not already here, when we, in America, must adopt new ideas and wake up to the facts which have grown out of an intensely industrial civilization. Mr. Cederstrom lays great stress on the necessity of an international program of reconstruction, if any solution for the present world-wide distress is to be arrived at. With some of his suggestions we, in this country, cannot agree, but it is interesting to know that architects and engineers throughout the world are devoting themselves to trying to solve the "unemployment," which could be better defined as the "employment problem."

—Alfred Granger.

Mr. Cederstrom's later article "Unemployment and Rationalization" is at hand. He is charged by the International Labor Office at Geneva, attached to the League of Nations, with drawing up an international scheme for relieving unemployment which the said office will print and send to all governments. For the financial questions involved in this problem, Mr. Cederstrom is to co-operate with the International Bank of Settlements at Basel. To further his plan an International Association of Engineers has been founded with one branch in Berlin and others in Paris and London.

### Results of Architects' Fete

The "Latin Quarter Fete" held on September 30 at the Drake Hotel, Chicago, attended by approximately 2500 guests at \$5 a person, was the outgrowth of a series of private parties which resulted in a nest egg, together with the proceeds of Mrs. Thorne's exhibit of miniature interiors, of \$1500. With this sum as a foundation, the ball was organized and after its plans were consummated seventy-five previously unemployed draftsmen were put to work at \$2 a day to design and construct its scenery. In this way everything but the money actually spent for materials went to the men whom the ball was intended to help.

The proceeds amounted to \$7500, of which \$3500 was paid out to the draftsmen employed, leaving a net profit of \$4000. Of this sum \$1500 was set aside as a reserve fund for future use—possibly for another ball—and the remaining \$2500 was turned over for administration to a committee consisting of President Fugard of the Illinois Society of Architects and President Farrier of the Chicago Chapter, A. I. A., and Phillip Maher, Treasurer. The problem confronting this committee was how to spend the money helpfully and not give it away. It was estimated that about three hundred men were in need of aid in some form. Where immediate help was necessary in extreme cases, small loans not exceeding \$10 were made to men in the profession, but it was the earnest desire of the committee to establish a revolving fund and work up a scheme to organize a business.

To sell a usable article seemed feasible and the Architects Sales Bureau was established, which now handles a long list of items which are purchased at wholesale prices in quantities. On the list are radios, domestic and Swiss watches, chinaware, etc. The Bureau was able, through special connections, to get cordwood for the price of sawing and shipping it to Chicago, which enables the salesman to quote a very low price. On each item sold the Bureau retains a very small commission to cover overhead and to keep the fund moving.

To the original two hundred notices sent out there were responses from one hundred and fifty men who were interested, many of whom have since then worked with the Bureau. There are now thirty-five men working full time on the plan. Mr. Phillip Maher, Treasurer, handles all the

finances, all collections being turned in to him and disbursements made by him.

Important sales managers have addressed the men, all of whom now have an opportunity to learn how to sell. Every week shows an increased sales report. The committee is hopeful that the plan will be successful and that it may even have further developments.

### Steel In Residence Construction

A trade research by United States Steel Corporation for use within the Corporation on the "Use of Steel in Residence Construction," dated June 1932, studies fifty-six specific systems. It finds "the American owner insists on individuality in arrangement and appearance." And again: "No proprietary system of steel panel units so far presented, either for framing or filling, contains features of outstanding merit."

The survey shows that the American public does not want standardized houses, and save where employers build for their workmen, the field for these houses is restricted; that two concerns with standard designs in conventional construction and liberal financing plans, have discontinued their housing business.

In the case of a house in Detroit, the survey says, "It is interesting to note that at first steel workers were employed to erect the steel work. Although familiar with welding methods, it soon developed that house construction was so strange to them that they were unable to make satisfactory progress. It was, therefore, decided to employ carpenters and teach them how to weld. The results of this arrangement were entirely satisfactory."

"No proprietary system of construction, having sufficient merit to be considered ideal, has yet been developed, but it is possible that a satisfactory unit system may be evolved by its many investigators."

Rome was not built in a day, so with persistency and skill a steel frame construction meeting the requirements for facility and economy may yet be hoped for.

### What of the State Housing Law?

The interest of architects in the proposed housing legislation for the State of Illinois warrants an account of the history of this measure. The Emergency Relief and Construction Act passed by Congress last summer grants to the Reconstruction Finance Corporation powers which give our cities a new hope and a new challenge. One paragraph of the Act tells the story; it authorizes the Corporation "to make loans to corporations formed wholly for the purpose of providing housing for families of low income, or for reconstruction of slum areas, which are regulated by state or municipal laws as to rents, charges, capital structure, rate of return and areas and methods of operation, to aid in financing projects undertaken by such corporations which are self-liquidating in character." In a word, money from the Federal Government, regulation by the states.

The Act requires that the states create the machinery to govern the conduct of limited dividend housing corporations, in conformity with local needs. Here is an opportunity not to be lost. Fortunately for the State of Illinois, former Governor Emmerson had previously appointed a temporary state housing commission to study the problem of housing and it was only logical that this commission be the body to prepare and present the necessary enabling

legislation. They met the challenge with admirable promptness and on September 7, 1932, their bill was introduced in the General Assembly by Mr. Igoe.

Briefly, this bill provides:

- a. the creation of a State Housing Board of seven members, appointed by the governor.
- b. an outline of recommended investigations by the Board.
- c. powers granted to the Board to regulate both the physical and financial operations of limited dividend housing corporations.
- d. regulations for the incorporation and restrictions of the operations of limited dividend corporations.
- e. permissive grant of the power of eminent domain to limited dividend corporations.
- f. a maximum dividend for such corporations of 6½%, cumulative.
- g. a maximum interest rate of 6% to be paid for mortgage money.

h. a maximum rental for a basic two room apartment of \$25.00 per month in Chicago and \$21.00 elsewhere in the State, plus \$7.00 in Chicago and \$6.00 elsewhere for each room in excess of two.

The provisions of the bill as presented were open to minor criticism, but, by and large, it conformed with the intention of the Federal Act and gave promise of an opportunity to create building activity at the moment of lowest ebb in the industry and of an approach to the solution of the problem of blighted urban areas. It was hoped, therefore, that the Assembly would welcome the bill with open arms, especially as it involved no added taxation. Unfortunately, violent opposition to the measure developed during the special session at which it was introduced. The fight against the bill was led by certain down-state legislators and a contingent of colored representatives of Chicago districts. The former may possibly have acted on the principle of being "agin the big town" and the latter perhaps saw an opportunity of pre-election political capital. In any event, by September 27, the measure was so plastered with amendments that would hamstring it, that the proponents of the bill did not press its passage at that time, but contented themselves with waiting until after the national election, when the bill, with certain minor amendments, was introduced in the Senate at the special session, early in December. This was a short session and though the bill went to third reading in the Senate, it awaits final action in the forthcoming regular session this month.

It cannot be stressed too strongly that architects should give every possible support to this bill. It is not a perfect measure; those who read it will doubtless find revisions they would like to suggest. But the choice does not lie between a faulty bill and a perfect one. The real question is: do you want some housing legislation or none at all? At the present moment, criticism by architects, even of minor faults, will be interpreted as opposition to the general principle of the bill by one of the very groups who should most heartily endorse it and will add weight to the attack by the forces of obscurantism and political blockade of social legislation.

Get behind this bill; if you don't care about its social value, at least don't bite the hand that is feeding you. There are not many hands thrusting food through the bars of the cage.

—Eugene H. Klaber.

**Officers**

JOHN R. FUGARD.....	<i>President</i>
520 N. MICHIGAN AVE. TEL. SUPERIOR 4622	
ROBERT C. OSTERGREN.....	<i>Vice-President</i>
1801 PRAIRIE AVE. TEL. VICTORY 1267	
GEORGE B. HELMLE.....	<i>Second Vice-President</i>
SPRINGFIELD, ILLINOIS	
RALPH C. LLEWELLYN.....	<i>Treasurer</i>
38 S. DEARBORN ST. TEL. CENTRAL 1969	
CARL HAUBER.....	<i>Secretary</i>
25 E. JACKSON BLVD. TEL. HARRISON 5955	
H. L. PALMER.....	<i>Financial Secretary</i>
160 N. LA SALLE ST. TEL. CENTRAL 4214	

**Board of Directors**

For One Year.....	E. S. HALL	TIRRELL J. FERRENZ
For Two Years.....	WILLIAM P. FOX	ELMER C. JENSEN
For Three Years.....	LEON E. STANHOPE	HENRY J. SCHLACKS

**Board of Arbitration**

FRANK A. CARPENTER	ERNEST R. GRAHAM
N. MAX DUNNING	GEORGE C. NIMMONS
ELMER C. JENSEN	IRVING K. POND
RICHARD E. SCHMIDT	

**Editorial Staff Monthly Bulletin**

ARTHUR WOLTERS DORF, 520 N. MICHIGAN AVE., CHICAGO

**Committee on Public Information**

E. S. HALL, CHAIRMAN TIRRELL J. FERRENZ ARTHUR WOLTERS DORF

For architects in all parts of Illinois the MONTHLY BULLETIN is primarily published. It aims to present professional matters of interest to them. The editor requests communications from cities other than Chicago, Chicago news being more readily at hand.

The eleventh annual session of the North American Conference of Church Architecture will be held in the Stevens Hotel, Chicago, February 16, 17 and 18, simultaneously with the Christian Herald annual Exhibit of Ecclesiastical Architecture. Architects who have done church work which they feel merits notice are invited to correspond with Wayne G. Miller, Director, Church Building Service Department, Christian Herald.

An invitation is extended to the Illinois Society of Architects and the Chicago Chapter, A. I. A., to attend a dinner at Thorne Hall, McKinlock Campus, Lake Shore Drive and Superior Street, on Thursday, February 16 at 6 P. M., to be followed by a meeting on church architecture and church music. Bishop George Craig Stewart of the Episcopal Church will deliver the address on architecture.

C. Grant La Farge will lecture at the Art Institute of Chicago on Wednesday, February 15, 3:30 P. M. on "Modern Architecture." Mr. La Farge with his partner George L. Heins (Heins and La Farge) was architect for the Cathedral of St. John the Divine, New York City (1886-1910). Since then he has been identified with other important ecclesiastical and monumental work.

Professor James McLaren White, whose services in architecture to the University of Illinois both as instructor in past years and more recently as supervising architect of the University on whose campus he has so successfully registered progress in architecture in America, is now rapidly recovering from a serious surgical operation. The I. S. A. wishes him God speed and craves his presence at early meetings of the Society.

It was a Christmas party held jointly by the Illinois Society of Architects and the Producers' Council Club of Chicago on December 20 at the Architects Club. Virginia punch, then a sumptuous turkey dinner, then graceful welcoming words by Presidents Fugard and Fairbrass, then a stimulating program arranged by Impresario Hugh Krampe, including an exhibition of fencing by Messrs. Haier and Cox of N. U. Fencing Team, followed by Arthur Edmunds' magnificent baritone voice, whose closing number was "Old Man River," and lastly display of firearms technique of the Old West by "Two-Gun" Texas Jack Sullivan. The evening closed with general conversation lasting into the small hours of the morning.

The Burnham Library in the Art Institute announces through its librarian, Miss Abbot, that a circulating library of architectural books has been instituted for the benefit of members of the Illinois Society of Architects and the Chicago Chapter, A. I. A.

The Bulletin proposes in its next issue to present architectural notes on the Century of Progress exposition.

**January Meeting**

On the January meeting of the Illinois Society of Architects to be held at the Architects Club of Chicago on Tuesday evening, January 24, the Program Committee is at this writing secretive. It is divulged, however, that supplementing other features there will be "Hobbies and Chalk Talk" by Leon F. Urbain.

**Architects' Versatility**

The daily press records that John Root, prominent Chicago architect, functions at times as a successful designer of women's gowns. Claude Bragdon, architect, mathematician and author, has added to his reputation by designing the successful stage settings for Walter Hampden's "Cyrano de Bergerac." Delano and Aldrich of New York have designed and sold successful doll houses. Young architects not now employed in their profession are selling through the Architects Sales Bureau artistic leather goods, jewelry, radios, etc.

There is plenty of precedent for all this in the active versatility of Renaissance architects. Michelangelo Buonarroti (1475-1564) was architect, sculptor, painter and poet. Leonardo da Vinci (1452-1519) was painter, sculptor, architect and engineer. Baldassare Peruzzi (1481-1556) was painter and architect, and coming down to the last century Carl Friedrich Schinkel (1781-1841) was architect, university professor, scenery designer and mural painter. For years Prussia maintained the Schinkel Museum in Charlottenburg. Now it is installed on Unter den Linden in Berlin in what was the Crown Prince's Palace. The extraordinary versatility of Schinkel is born in on a visitor to this museum when he sees the many photographs of executed work which include the Schauspielhaus and Das Alte Museum, models of buildings and engineering works, studies for frescoes and the scenery for classic plays.

So let not the architect be discouraged if his clients for building do not overcrowd his office at the moment. Let him broaden his horizon by interesting himself as did his predecessors in allied arts.

"The man who builds, and wants wherewith to pay,  
Provides a home from which to run away." —Young.

## The Cure Awaits

Three years ago a company of German architects and engineers visited America in a body. One of their number in the evening after a strenuous day of sight-seeing, remarked to the writer, "Yes, our party was traveling around Chicago today, was shown your Michigan Avenue and Sheridan Road, your marvelous lake front and the whole park system and boulevards. Much of this I had known before coming to Chicago. I am familiar with your plans and projects. So during the afternoon I absented myself from the party and wandered through the alleys and side streets and byways of the south side, beginning around 22nd Street. There is where one sees what is done for the community, rather than on the few show streets and places."

The man quoted was a distinguished town planner and sociologist. He had found and had inspected our slums, our blighted neighborhoods. God knows that the City of Chicago has a perfect ring of blighted neighborhoods through which our elevated roads pass, and the rider on these has an opportunity of looking down and seeing houses, streets, alleys and families in a state of decay, on his way toward the termini of the elevated roads where real estate subdividers have been active in destroying the landscape and making money for themselves and others at the expense of the near-in neighborhoods.

Our American cities are overbuilt with expensive office buildings, promotional apartment houses, and hotels. Particularly in apartment houses and hotels has the real estate bond buyer been horribly disappointed through misrepresentation on the part of promotional bond houses, bond salesmen, and the like. And the small man who desired to build a two or three flat building where he and his family would occupy one of these and do his own janitor work for the structure—what encouragement has he had? The loan bankers have taken little interest in him and today he finds it impossible to borrow money on reasonable security for this kind of an improvement. Unquestionably the prosperity of the community depends very largely upon the success or failure of the average man of very moderate means, the frugal citizen.

And how fares the frugal citizen today? If he has a small business on a local business street depending upon the neighborhood custom, he finds his existence more than difficult through competition from chain stores who can buy in quantity and undersell him. And the frugal mechanic, particularly if he depend upon the building industry, has been living upon his rapidly dwindling savings because of the stoppage of the building industry for well nigh onto three years.

Every one asks, "What is the remedy?" The president of the United States for a long time denied the existence of economic stringency. Statistics of multi-millionaire corporations quoted by authorities mean nothing in the face of conditions as we see them about us every hour of the day. It is a world condition, you will say. True! And what is the remedy? Economists are not agreed. When doctors disagree, patients die. If economists and men in high places disagree long enough, people starve. In this land of plenty there is starvation. But with all the remedies proposed, nothing is done.

The building of post offices and custom houses cannot be depended upon to relieve present-day conditions, since bureaucracy in Washington moves so slowly that the needy of today will have starved before this Government money gets into circulation.

Mr. Hoover is opposed to doles. I think we are all

opposed to Government doles if other remedies can be applied. But what is Reconstruction Finance Corporation money distributed to Emergency Relief Committees other than a dole? Does the Government honestly expect to see this money returned? If a demand for labor can be created thus giving the individual a chance to earn his bread, no good citizen wants to see Government doles introduced. But he must be given this chance, otherwise Government doles are inevitable.

Advertising has been brought to a fine art in America. Millions, nay billions, of dollars probably are spent annually on paid publicity. We advertise the City of Chicago with its fine public improvements and invite the world to visit us in 1933 to see our "Century of Progress." Shall we expect these people from all over the world to confine themselves to Michigan Avenue and Sheridan Road and the park boulevards and our handsome north shore suburbs? Or shall they also go like the Berlin planner and sociologist through the alleys and slums, and then what pictures will these visitors carry home with them of American municipal housekeeping?

Mr. Rosenwald, when building Michigan Boulevard Gardens, attempted mixing philanthropy with business, and it has not been unprofitable. The Marshall Field Garden Apartments, according to report, have been less successful. European cities like Vienna, Berlin, Leipzig, and many other German cities, feeling a responsibility to their citizens of small or no means after the War, built great *Siedlungsbauten* or apartment housing and small individual homes in groups. Municipal money and, to a degree, municipal control helped create these structures with their gardens and playgrounds. From these experiences Chicago and other American cities should take a lesson. This lesson should be applied in sweeping away decayed and decaying neighborhoods and erecting large improvements that can be rented at moderate cost to the small man. The municipality or state must take a hand in this because human greed cannot be depended upon to rent such quarters for less than the "traffic will bear."

We know that there are billions of idle money in this country today from the over subscription to the United States Treasury loan. Chicago and other municipalities could easily get this money for improvements as outlined here, provided our local politics could be kept clean enough to inspire the confidence of the wealthy. Here is an opportunity for giving employment to many thousands of workers, of starting the mills and factories that produce the material going, giving other thousands work and thus starting the wheels of industry revolving, leading us again to an era of prosperity which, let us hope, will not be carried to boom conditions which inevitably produce throw-backs and depressions.

"Rich windows that exclude the light, and passages that lead to nothing."—Gray.

Why should the spirit of planner be proud?

The Bulletin registers with regret the passing of two members of the Illinois Society of Architects:

Mr. Edward A. Blondin, 1809 East 71st Street, Chicago. Died December 11, 1932. He became a member of the Society on January 31, 1906.

Mr. Ferdinand W. C. Roeddiger, 8214 Luella Avenue, Chicago. Died December 18, 1932. He became a member of the Society on November 9, 1915.

## Forest Service, U. S. Dept. of Agriculture

### Contribution to the Bulletin on Air Conditioning

There is no question that the humidity in the average home is too low during the winter months and that both the health of the occupants and the interior finish, furniture, and other household property would benefit if higher humidities could be maintained. Actually, as we all know, the humidity becomes very low within doors during the heating season, averaging around 20% in normal winter weather in this latitude and during cold snaps it may go below 10%.

Some moisture is added to the air from cooking, from flowers and even the occupants add their mite, but all such sources have very little effect as this moisture in a very short time has leaked out or been condensed on some cold surface. The natural humidity within doors bears a direct relation to the vapor pressure out of doors plus moisture added from any source. As the moisture added raises the vapor pressure within, we can expect a constant outward leakage. When the humidity within is low, the corresponding dewpoint temperature is also low and very little condensation takes place where it is visible.

A few figures may show this clearly. The dewpoint temperature for 70° and 10% humidity is 14° F., for 70° and 30% is 38° F., for 70° and 50% is 51° F., for 70° and 70% is 60° F. If the temperature outside is below the dewpoint, inside the dewpoint temperature occurs some place between the heated room and the outside of the structure and vapor tends to pass from the inside toward the dewpoint temperature line where condensation takes place. Ordinarily condensation is unimportant at low humidities, but even that which develops on windows will cause some damage to the finish and not infrequently causes decay in wood sash. Where metal sash are used, water gathers on the metal as well as the glass, spoils the finish and streaks the glass. At higher humidities these factors increase in importance and where humidifying methods are used we are confronted with numerous examples of a more serious character.

A friend put in a humidifier in his home here in Madison two years ago, ran it one winter and the following spring found his attic rafters festooned with fungus and the stage was all set for serious damage from decay. Naturally he has discontinued the use of his humidifier. The warm air heating system in another Madison home was equipped to evaporate several times as much water as the ordinary furnace pan. Where the ordinary pan will evaporate 1½ to 2 gallons a day during cold weather, this system evaporated 10 to 12 gallons. The windows streamed with water, particularly the second floor bedroom windows and some moisture condensed on the walls and outside doors. Some casement sash were ruined in one year and the exterior walls were water streaked in several places.

What is happening in the walls back of the plaster? It is very unlikely that we see all of the condensation on exposed surfaces and we know that vapor will pass through plaster. There are many examples of paint blistering on freshly painted wooden houses where moisture has passed through the walls, gathered below the paint film and separated the paint from the wood. This is a common cause of paint failure on homes painted late in the fall or during the winter. When the interior temperature is, say, 70° F. and the outside temperature zero, the interior surface of the exterior wall may be close to 60° F. If the humidity within was, say, 10%, the dewpoint temperature would be 14° F. In an uninsulated frame house this temperature

would probably occur in the sheathing. If the interior humidity were 70%, the dewpoint temperature is 60° F. and according to the assumed wall temperature, would occur at the plaster line.

Insulation of outside walls and of ceilings changes the dewpoint temperature position at low humidities from the sheathing to the insulation as long as the insulation remains dry. If it absorbs moisture, as it is more or less bound to do when high humidities are carried in cold weather, it becomes ineffective as an insulation. Vapor-proof walls and ceilings backed up with suitable insulation would be effective in preventing the passage of moisture, but is such construction practical? Heating elements in the walls and ceilings would probably be effective also, but this type of protection is not available in old buildings and the expense would be more or less prohibitive in the average run of new buildings. Until some suitable protection can be developed, it would seem that we should advise our friends to operate humidifiers with a certain amount of caution and not attempt to carry high humidities when outside temperatures are low.

The important point that I wish to make is that though humidifiers have been developed to a degree where satisfactory operation and control can be obtained from the apparatus, knowledge and experience regarding the best and most practical type of construction for use with humidifiers is not known at the present time. The customary type of construction is not suitable for high humidities in cold weather and new types of construction will have to be developed to meet the problem. This is a phase that architects, builders, and others should fully appreciate and they should encourage investigation leading towards the development of suitable types of construction where humidifiers are to be used.

—Lawrence V. Teesdale, Senior Engineer.

Section of Timber Physics, Rolf Thelen, In Charge.

### Century of Progress Exposition Notes

Every major building that the Fair is going to construct is completed or now under way and many of the minor buildings are also under construction. There is no doubt that all of the buildings constructed by the Fair will be opened June 1. The landscaping has all been contracted for and is now going in. The management feels confident that as a Fair the undertaking will be highly creditable.

The Fair is now open from 10 A. M. to 10 P. M. and even at this time a visit to the grounds is very profitable. There are exhibits in the Chinese Temple, Fort Dearborn, and the Wigwam (Lincoln Show). The main exhibit buildings will not be opened until June 1. As soon as the exhibits begin coming the large buildings will be closed temporarily during the installation of the exhibits. The Exhibition Hall in the Administration Building is always open.

The Travel and Transport dome will remain unsheathed with inner lining to demonstrate the marvelous echo which has held visitors amazed during recent months.

The color now appearing on the buildings is just an aluminum priming coat and as soon as the weather permits the finish colors will be applied. Joseph Urban has worked out the color scheme.

The enclosed Fair will take in the Planetarium and Soldiers' Field. It will not include the Aquarium and Field Museum.

The Music Pavilion that Frederick Stock and Mrs. Waller Borden propose for Easterly Island and for which the public's financial aid is asked, is not yet a fait accompli.

## How to Make Architecture Pay

Architecture as a business may be largely an expiring matter at present but when the Committee on Practice opened up this topic at the November meeting of the I. S. A., it proved to be one of the most inspiring subjects dealt with in a long time. After studying the ills of the profession for a year and a half, the committee was well fortified with ideas as to how to get hold of that profit dollar and squeeze at least one hundred pennies out of it. This treasure chest was opened up by the hard-working secretary, F. Charles Starr, who outlined the scope of the committee's work and was rewarded by some well-deserved encomiums from the presiding officer.

### Budgeting

"How to Budget Drafting Room Expense" was explored by F. B. Long, who stressed the well-known but seldom heeded fact that success in any endeavor is largely due to proper proportioning of expense to income. Budgeting an architect's expense is a sure way to achieve this happy state and he proceeded to point out exactly how a budget system might be expected to function. One important point brought out was the advisability of a thorough study of preliminary drawings. "I have learned," he said, "that the more complete the early studies, the less the cost of working drawings will be. When these preliminary studies have been completed, steps should be taken immediately to arrive at a reliable figure as to the probable cost of the building. This should be carefully compared with previous estimates or understandings with the owner and definite business-like steps taken to bring them into harmony."

### Shop Drawings

The importance of shop drawings was pointed out by Howard White who explained that where there is a general contractor, he should be required to review, check and assume responsibility for the co-ordination of the shop drawings instead of merely marking them with a rubber stamp and then passing the burden along to the architect.

### What About Fees

On the ever recurring subject of fees, Melville Chatten thought that the first essential was to make the fee sufficient to enable the architect to furnish complete service. The volume of an architect's work is limited in most cases because his work is based largely on personal service. The average client expects this service. Consequently, when profit is decreased, as is bound to be the case when there is a decrease in cost of construction, the architect faces a most serious situation. He cannot make up the loss in percentage by increasing his volume of production like any manufacturing or selling business would do, but must make up the difference by an increase in effectiveness in handling his work. With the return of normal business conditions, it will probably be found that the committee's study of fees will prove to be the most helpful part of its work.

### Stopping Leaks

The next subject on the program dealt with accounting for architects. How to account for the dollar you haven't got has always been a difficult undertaking and we regret that we are unable to reproduce the contribution of Tirrell Ferrenz in full. "Records indicate," he stated, "that 91% of the business failures might have been prevented by proper accounting methods. Many architects exercise a fair control over their production costs but few seem to realize

the importance of an accurate determination of overhead. One of the most dangerous leaks comes about through the architect's failure to recognize his own services as worth anything—specifically his neglect to charge a salary for himself as well as for his employees. Other factors in overhead which are generally overlooked are business promotion expense and non-productive time. The importance of the latter item can be easily appreciated when it is considered that the amounts paid to each employee for the two weeks vacation with pay, one week of holidays and one week of sickness, equal 8% of their yearly salaries. It is believed by the committee that proper accounting methods if generally followed, would prove to be a most potent force in solving the problems of promiscuous free service and fee cutting.

Richard Schmidt closed the session with a pithy summing up in his characteristic manner of the most important problems troubling the profession today. The deftness of Elmer Jensen as a presiding officer was indicative of the skill with which he had piloted the committee during its eighteen months of study.

## Report of the Committee on Public Information

The Committee on Public Information, I. S. A., at its recent meeting codified the functions of the Society under five points, which we might refer to as E. S. Hall's Five Points as President Wilson had Fourteen Points.

Under Point 5 comes the assignment of divisions of work:

(a) Tirrell J. Ferrenz, to collect and tabulate the gist of legal decisions affecting architectural registration and practice.

(b) Alfred Granger, to educate the banker of the State into an appreciation of the services of an architect. To make him understand that the design, specification, supervision and certification of an architect is as important to a bond issue as the legal opinion of a land title is to a real estate transaction.

(c) Henry K. Holsman, to make the separate trades contractors and labor unions understand how much their several interests are dependent upon the support of the architect as an expert disinterested umpire in all matters pertaining to building construction relationships.

(d) William T. Hooper, to promote informative lectures and talks on architectural subjects before the students in high schools and colleges.

(e) F. Charles Starr, to supervise and arrange our work with the public press; to co-operate with Mr. Klaber of the Chicago Chapter Public Information Committee, and with a like officer of the Central Illinois Chapter, A. I. A.

(f) Arthur Woltersdorf, editor, Illinois Society Bulletin; to organize a reporting staff to cover the State.

(g) R. Harold Zook, to educate building commissioners, inspectors and mayors of cities throughout the State concerning their powers and responsibilities under the Illinois Architectural Registration Act.

(h) John R. Fugard, Ex-Officio member of this Committee, advisory.

(i) Emery Stanford Hall, Chairman, Committee on Public Information, Editor "Handbook for Architects and Builders." To correlate the work of the Committee and devise schemes for articles and talks.

"A fabric huge rose like an exhalation."

Milton—*Paradise Lost*.

And to think of the many with bad breath!